

Re: Request for Endorsement
Denim Day in LA & USA: April 27, 2011

Yolanda Becerra-Jones
LA County Commission for Women
500 W. Temple St. Rm 383
Los Angeles, CA 90012

Dear Ms. Becerra-Jones,

On Wednesday, April 27, 2011, Peace Over Violence will host the 12th annual Denim Day in LA & USA sexual violence prevention education campaign. We invite you to join us in making 2011 our most impactful campaign year by signing up to be an endorser of Denim Day in LA & USA 2011. Last year, over 1.5 million people from 400 organizations/businesses/schools in over 30 U.S. states, as well as in foreign countries, participated!

The Denim Day in LA & USA campaign engages community members, elected officials, businesses and students in making a social statement with their fashion by wearing jeans on this day as a visible means of protest against misconceptions that surround sexual assault. Denim Day's award winning educational materials (posters, buttons, flyers and materials toolkit for community, campus and workplace event organizers) play a critical role in educating the public about sexual violence. This year's campaign will expand to include information on childhood sexual abuse. Denim Day in LA & USA continues to spread locally and nationwide; we successfully empowered survivors, students, and advocates all over the country to take the campaign in their own hands and use their own voice to speak out against sexual violence.

We would be honored to list you as an endorser for Denim Day in LA & USA, whereby committing to support Denim Day in your community. We will provide you visibility during our massive educational campaign and list you as an endorser on our website.

To become an endorser for Denim Day in LA & USA, you can simply reply to denimday@peaceoverviolence.org or mail, fax, or email back the following form.

I look forward to this opportunity for us to work together during Sexual Assault Awareness month. If you have any questions, please contact Darcy at 213-955-9090 or denimday@peaceoverviolence.org.

Sincerely,

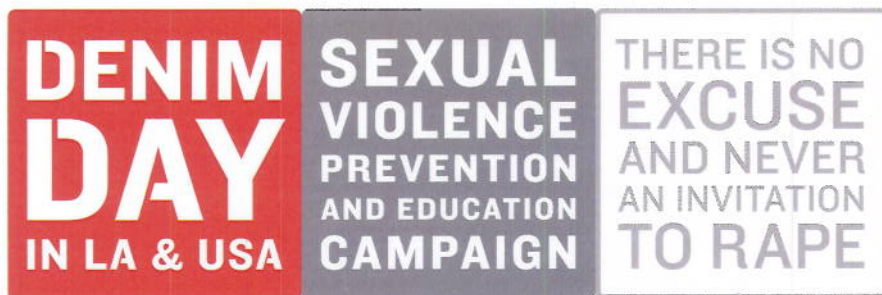
Patricia Giggans
Executive Director
Peace Over Violence

12th annual denim day in la & usa
a peace over violence project

1015 wilshire blvd., suite 200
los angeles, ca 90017

213.955.9090 office
213.955.9093 fax

denimdayinla.org
denimdayusa.org
denimday@peaceoverviolence.org



Yes! I would like to endorse Denim Day in LA & USA 2011!

Denim Day in LA & USA 2011 endorsed by: On behalf of:

Organization

Signature

This form can be emailed to denimday@peaceoverviolence.org, faxed to 213-955-9093 or mailed to: Denim Day @ Peace Over Violence, 1015 Wilshire Blvd, Suite 200, L.A., CA 90017

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